



## **ASSISTANCE FOR SMALL BUSINESS**

# **Marketing Process for Small Businesses (Up to \$150,000 Procurement Value)**

**The information provided in this document is provided as information only and does not reflect the official position of the Department of the Navy. The reader should refer to the specific regulations governing acquisitions for detailed information.**

This hand-out describes the way your company can market your products and services to Port Hueneme Division and to Corona Division, Naval Surface Warfare Center (NSWC) when the estimated value of the purchase order is up to \$150,000. These are called Simplified Acquisition Procedures (SAP) buys (from \$3,000 up to \$150,000) or Purchase Card buys (under \$3,000). Procurements are grouped by estimated dollar value into several groups, and each group is handled in accordance with a different set of rules based on the Federal Acquisition Regulation (FAR). The groups used are:

- a) Purchase Card buys (under \$3,000, handled independently of the contracts office by certified card holders)
- b) \$3,000 to \$10,000 (no posting of synopsis/solicitation of the procurement by the Buyer is required if using oral solicitation; competing on a local basis is allowed but not a requirement; must be synopsisized and posted, whether competed or sole source, on government public access web site when oral solicitation is not utilized)
- c) \$10,000 up to \$25,000 (competing on only a local basis is allowed but not a requirement; oral solicitation is allowed; must be synopsisized and posted, whether competed or sole source, on government public access web site)
- d) \$25,000 up to \$150,000 (competing on only a local basis is not allowed; oral solicitation is not allowed; must be synopsisized and posted, whether competed or sole source, on government FedBizOpps public access web site)

### **Procurements valued at \$3,000 and under. (The Purchase Card Program)**

The purchase card is the credit card-like purchase account established with the bank that enables authorized Government personnel to buy and pay for mission essential requirements. The purchase card is used by card holders (CHs) to purchase supplies and products, but **not services**, for official Government procurements valued at or below the "micro-purchase" threshold of \$3,000. The purchase card can be used as either a direct procurement method (under \$3,000) or a method of payment (MOP) (over \$3,000 up to \$150,000). (The exception to the rule: services can be purchased as an MOP but only by the Contracts Office's Buyers.) A warrant is required to do MOPs, so only certain Buyers in the Contracts Office are authorized to execute MOPs. Purchase card holders (CHs) located in the technical and administrative codes cannot execute MOPs. PHD/CORONA NSWC has purchase card holders (CHs) in each department of the activity. The CHs make purchases for their individual departments by following specific purchase card

guidelines. The requirements personnel in the Technical Codes and Administrative Codes and the CHs do their own market research to determine the best available procurement source for the Government. They may use telephone directories, and/or internet and CCR web sites to find additional sources, searching by NAICS code and key words. If the item has a Navy stock number (NSN), requirements personnel in the Technical Codes will visit a web site called ILSMART to find vendors. This online locator lists over 3,000 suppliers and 5 billion parts. If the Contracts Office's Buyers are handling the procurement and they are not satisfied with the recommended sources, or if there are fewer than 3, they may use telephone directories, and/or internet and CCR web sites themselves to find additional sources, searching by NAICS code and key words. The CHs may purchase only mission essential requirements at fair and reasonable prices from responsible suppliers, and only if Federal Government mandated sources are unavailable. **For security reasons, the command policy at this time marketing access requests is not to distribute to contractors the names and contact information of Government CHs or the acquisition planners/requirements personnel in the Technical Codes and Administrative Codes.**

### **Procurements valued at \$3,000 up to \$10,000.**

Some procurements are normally not posted to the web sites above at all. These procurements (\$3K to \$10K) are still competed but on a limited basis. For procurements that are not covered by the **DoD Email** web site (see below) or the **GSA schedule** web site (see below), if a Buyer receives a requisition with three or more recommended viable sources listed, and chooses to conduct oral solicitation of the procurement, no synopsis is required and the procurement is not posted on a web site. It is instead procured via telephone and email by competing only among the 3 recommended sources. Requisitions lacking at least 3 recommended sources are supplemented with additional sources by the Buyer using telephone directories, and/or internet and CCR web sites to find additional sources, searching by NAICS code and key words. The Buyer has the option, however, of competing the procurement in the standard way, by posting a synopsis and solicitation, or a combined synopsis/solicitation, on the FedBizOpps and NECO web sites.

### **Procurements valued at \$10,000 up to \$150,000.**

Groups c) and d) above have been combined in this section (\$10,000 up to \$150,000) for purposes of this discussion because marketing for business in these two dollar value ranges is generally done via the internet. **Your company's basic approach to targeting procurements at PHD/CORONA NSWG, and finding out about, quoting on, bidding on, and/or proposing on Navy solicitations from PHD/CORONA Divisions valued at \$10,000 up to \$150,000 is to regularly visit these web sites, and to search under our UIC, which is N63394:**

**FedBizOpps web site:** <https://www.fbo.gov/>)

**NECO web site:** <https://www.neco.navy.mil>

Not all procurements are posted on the web sites above when valued at \$10K to \$25K. Many procurements in this dollar range are not posted because oral solicitation is employed -- no synopsis is required and the procurement is not posted on a web site when oral solicitation is used. The Contracts Office's Buyers are supported by a Technical Screener, who among other things makes sure there are at least 3 or more potential sources listed on requisitions sent to the Buyers. The Technical Code's acquisition planners/requirements writers (i.e., the Contracts Office's "customers") are required to conduct their own market research and are required to provide a minimum of three potential sources to the Contracts Office's Technical Screener. After receiving a requisition, the Buyers will also conduct market research if it becomes necessary to ensure adequate competition. Both the technical code's acquisition planners and the Buyers conduct market research using a variety of tools: searching the internet using the CCR web site (Central Contractor Registration (CCR) <http://www.ccr.gov/>), using key words and/or the procurement's designated NAICS code, and/or by using internet search engines using key words and/or NAICS

code, by attending business conferences and expos to meet potential sources, and using the electronic and hard-copy resource files they may have accumulated over time. **For security reasons, the command policy at this time for marketing access requests is not to distribute to contractors the names and contact information of Government contract specialists or Buyers, or Technical or Administrative Code acquisition planners/requirements writers.**

If your company is interested in the procurements of other NSWC divisions, search using the following UICs:

**Naval Surface Warfare Center Divisions**

N00167 - NSWC Carderock Division, Philadelphia, PA

**Deputy for Small Business**

(215) 897-7596

N00164 - NSWC Crane Division, Crane, IN

**Deputy for Small Business**

(812) 854-1542

N63394 – FOR PROCUREMENTS AWARDED BY

NSWC PORT HUENEME DIVISION FOR

NSWC Corona Division, Corona, CA

**NSWC Corona Division Contracts Office**

(951) 273-4976

N00178 - NSWC Dahlgren Division, Dahlgren, VA

**Deputy for Small Business**

(540) 653-4806

N61331 - NSWC Panama City Division, Panama City, FL

**Deputy for Small Business**

(850) 234-4347

N00174 - NSWC Indian Head Division, Indian Head, MD

**Deputy for Small Business**

(301) 744-6604

**Naval Undersea Warfare Center Divisions**

N66604 - NUWC Newport Division, Newport, RI

**Deputy for Small Business**

(401) 832-1766

N00253 - NUWC Keyport Division, Keyport, WA

**Deputy for Small Business**

(360) 396-5679

**GENERAL INFORMATION:**

**Simplified Acquisition Procedures (SAP):** As mentioned above, the contracts office handles Simplified Acquisition Procedures (SAP) buys (from \$3,000 up to \$150,000). Of interest to Small Businesses is the fact that SAPs are automatically set aside for Small Business if two or more capable companies can be located that are determined to be technically capable and express

intention to quote. If not, the automatic Small Business set aside is dissolved, and the procurement becomes unrestricted (open to both large and small businesses). As mentioned above, if the procurement is valued between \$3,000 and \$10,000, the item can be purchased by competing among both small and large businesses, without posting on the FedBizOpps web site, if the optional oral solicitation/competitive method of procurement is used. If the estimated value of the procurement is over \$10,000 but under \$25,000, it is mandatory for the SAP Buyers to solicit the procurement by displaying in a public place, or by any appropriate electronic means, an unclassified synopsis of the solicitation or a copy of the combined synopsis/solicitation. The notice must include a statement that all responsible sources may submit a response which, if timely received, must be considered by the agency, even when it is sole source. The information must be posted not later than the date the solicitation is issued, and must remain posted for at least 10 days or until after quotations have been opened, whichever is later, unless there are mitigating circumstances – urgency, for instance. **This need only be done locally for procurements in this dollar value group, but because the PHD NSWC Acquisition Division no longer maintains a display area in a public place (a local public access bid board), nor employs any alternate means to locally electronically display solicitations, it uses the NECO and the FedBizOpps web sites for this purpose.**

The Navy at Port Hueneme Division and Corona Division, Naval Surface Warfare Center (NSWC) wants your company to use these websites – **NECO** and **FedBizOpps** -- to access their solicitations, and **DoD Email** and **GSA** schedule web sites to post your available products and services -- rather than for you to attempt to market directly or indirectly by contacting its Buyers. The Navy has provided these web sites so you do not have to spend precious time and money attempting to market to its vast and widespread organization by mail, email, telephone, or in person. (**Not all Navy agencies** follow the same policies in this regard, so it is best to inquire about local policy at individual contracts offices.)

If the estimated value of the procurement is over \$25,000, an unclassified synopsis of the solicitation or a copy of the combined synopsis/solicitation must be posted on the FedBizOpps web site, either as a type of small business competitive set aside, an unrestricted competitive action, or a sole source action. (Sole source actions must be properly justified, or there must be a justified urgency, or sole source is not allowed).

**(Note: Navy procurement announcements are automatically uploaded from the Navy's NECO web site to the FedBizOpps web site after the Contracts Office posts them to the NECO web site. The exact same procurement can therefore appear on both web sites. Accessing just the NECO web site makes it easier for a Small Business to research and find just Navy solicitations, or just the solicitations of a particular Navy agency or the naval base in their local area. The FedBizOpps web site will show all Federal agencies, including all of Department of Defense and all of Department of Navy.)**

Also of interest to Small Businesses is the fact that when you see a sole source announcement on the web, **even though it says sole source, you can still send in your quote if you believe you can provide the product or service, meet the delivery schedule, and do so at a fair and reasonable price. (You must of course respond by the published deadline.)**

**North American Industry Classification System (NAICS) Codes:** As mentioned earlier, both the Navy's technical codes' acquisition planners and the contracts office's Buyers conduct market research using a variety of tools, but the principal method used by Buyers is searching the internet by key words and/or North American Industry Classification System (NAICS)

Code using the Central Contractor Registration (CCR) web page. For this reason, when dealing with Government agencies, it is very important to have all of your NAICS codes correctly listed on your Central Contractor Registration (CCR) web page, on all of your published materials and hand-outs/line cards/brochures, and on your company web page. No NAICS code may mean no "hits" for that particular product line and lost business. You might miss an opportunity to submit a quote.

Many products and services are very finely classified by the NAICS code system. A different NAICS code might be used if a product is electrical versus electronic. A different NAICS code might be used if a product is a CRT type versus a liquid crystal type. For instance, is it an electronic connector cable, or electrical connector cable, or is it a mechanical connector cable? Could make a big difference and require you to have two or three NAICS codes to cover your cabling product line. Is it a bare printed circuit board or card, or is it a loaded one? That will dictate which NAICS code to claim on your CCR page, or both.

Some companies have a differently formatted set of published materials just for use with Government personnel. Not a bad idea! Your company's NAICS codes should be among the very first things that a Government acquisition planner/technical requirements writer or a Buyer sees when looking over your published materials. It is recommended that they be at or near the top of your documents and on the first page. If the list of NAICS codes won't fit on the front of the business card, then longer lists of NAICS codes can be listed on the back of your business card. Make sure your NAICS codes are accurate and place the short definition of the NAICS code(s) – copied from your Central Contractor Registration (CCR) web page – right next to the NAICS code so that Buyers instantly understand what you provide. They can't possibly memorize all of the NAICS codes, so show the definitions!

**Central Contractor Registration (CCR)** <http://www.ccr.gov/>

**North American Industry Classification System (NAICS)** <http://www.census.gov/epcd/naics07/>

Special Note: feedback from technical and/or administrative codes' acquisition planners surfing to contractor web sites is that many of them are not user friendly when it comes to being able to quickly find the product being searched and its price. These personnel are extremely busy. More often than not, they report that they abandon the web site if they cannot get the needed information within a few minutes. They just move on, searching another web site instead. They need fast access to product descriptions, specifications **and pricing**. It is recommended that you modify your web site if necessary to help your company get the maximum opportunity to be listed as a recommended source. Try searching the NAICS code web site address above by listing each of your products and services one at a time to see what codes come up, and try using all of the possible variations on the names of your products and services to see if that yields other codes, and even try portions of the names of your products and services. In addition, it is advisable to list "marginal" NAICS codes just in case your product and services fall into a "gray area." These would be NAICS codes that sound like they might be covering your products/services, but you cannot be certain. Finally, look up your competitors on the CCR that sell many of the same things you do, and find out what NAICS codes they are listing. You could very easily pick up some applicable NAICS codes that you overlooked for your company. **You should NOT list NAICS codes for products/services that you cannot supply.**

**Procurement of Office Supplies:** Effective 1 May 2006, all purchases of office supplies by PHD/CORONA NSWC are limited to contract vehicles available through **DoD Email** or existing naval base supply stores/ServMart. A naval base supply store/ServMart is a federal government on-base retail store operation selling a wide range of office, janitorial supply, and other products, including "AbilityOne" items, to primarily meet the same-day shopping needs of its Government

customers. <https://email6.prod.dodonline.net/main/> is the **DoD Email** web site that Buyers are **mandated** by our overarching command, Naval Sea Systems Command (NAVSEA), to use to procure all office supplies. The **DoD Email** is only mandatory for purchase of office supplies, but the CHs and Buyers at PHD/CORONA NSWC utilize this web site to purchase many other products for the command. If your company sells office supplies and is on the **DoD Email**, that is all the marketing you need to do.

**Procurement of Office Furniture:** All office furniture procurements valued at over \$3,000 but under \$25,000 are purchased by the Buyers through the General Services Administration (GSA) competitive schedule (**mandatory at PHD/CORONA NSWC**). For procurements with an estimated value of over \$25,000 and up to \$150,000, the procurement is handled like other SAP procurements -- an unclassified notice of the solicitation (synopsis) and then a copy of the solicitation, or a "combined synopsis/ solicitation" must be posted on the Navy's NECO web site as a small business set aside, an unrestricted competitive action, or sole source action if there is an approved Statement of Urgency and/or Sole Source Justification. NECO postings are then automatically uploaded to FedBizOpps. So to "market" office furniture to this command – get on the GSA schedule and monitor FedBizOpps and the Navy's NECO web sites for any larger dollar value actions by searching under our UIC **N63394**.)

**About the GSA:** Contact the GSA for information on how to join numerous vendors in selling their products and services through a GSA schedule: <http://www.gsa.gov> Under the GSA Schedules Program, GSA establishes long-term government-wide contracts that allow Government customers (Buyers) to acquire a vast array of supplies (products) and services directly from commercial suppliers. (**Exception: mandatory at PHD/CORONA NSWC, no services may be procured using GSA, only products and supplies.**) Find out how to become a GSA Schedule contractor/vendor:

<http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=8202&contentType=GSA> OVERVIEW

**Procurement of Construction, Architecture, Building Refurbishment, and Facility Support Services:** PHD/CORONA NSWC do not procure these types of services and related products directly. The PHD/CORONA NSWC commands must instead use the acquisition support services of Naval Facilities Engineering Command (NAVFAC). Formerly the Resident Officer In Charge of Construction (ROICC) and now called Facilities Engineering Acquisition Division (FEAD), for PHD this office is located at Naval Base Ventura County, Port Hueneme site, but serves Point Mugu as well. It is responsible for consolidated procurement of construction, A/E services, base environmental services and facilities support contracts (i.e., janitorial, air conditioning filters and repairs, grounds maintenance, etc.). POC for the FEAD Office at Port Hueneme/Point Mugu is Ms. Rosalie Hammonds, NAVFAC, acting small business liaison at 805-982-2858. You may also reach the local NAVFAC Deputy for Small Business, Mr. Ray Brothers, at (805) 982-1895. He has vast construction, A/E services, base environmental services and facilities support services related experience with small business. The Southwest Regional NAVFAC Deputy for Small Business is Ms. Linda Ryan, for regional contracts for construction, A/E services, base environmental services and facilities support contracts spanning several southwestern states, including California. You may reach the Southwest Regional NAVFAC Small Business Office at (619) 532-2375, in San Diego.

*Tom Winans, Deputy for Small Business, Naval Surface Warfare Center, Combined Port Hueneme Division/Corona Division Small Business Office. If you find an error, please call: (805) 228-0372*